

WELCOME

ROLE OF HOTELS IN ECOTOURISM INITIATIVES

MR. RAKESH MATHUR

Former CEO BASS Hotels (IHG) &
Former President ITC WelcomHeritage Hotels
Member ExCom: IHHA, IHM-PUSA, J&K Tourism, INTACH

**AHMEDABAD : 15-16 NOVEMBER
SURAT : 22 NOVEMBER**

WHAT A SHAME !!

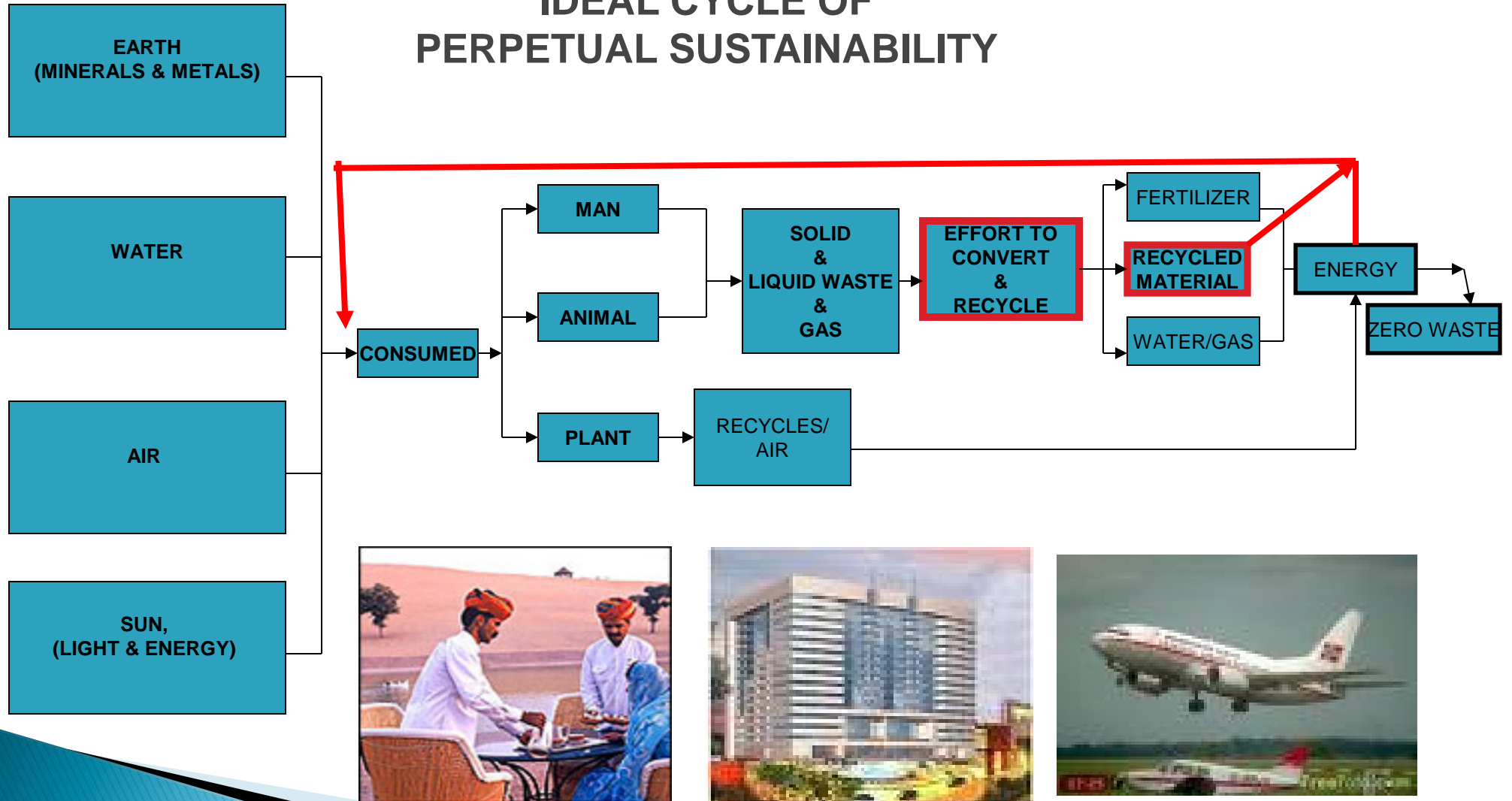


FUNDAMENTAL CONCEPTS

1. **CONCEPT OF PERPETUAL SUSTAINABILITY**
 - Why only Long Term
 - Future Generations
2. **TOURISM / HOTELS HIGH CONSUMPTION OF ENERGY & RESOURCES**
HIGH WASTAGE AND POLLUTANTS
3. **HIGHER EXPERIENCE - HIGHER COST**
4. **UNCONTROLLED TOURISM & HUMAN INTERVENTION – CLIMATE CHANGE**
 - 2030 DESERT -2 EARTHS
 - ICEBERG MELTING-100 TIMES FASTER



IDEAL CYCLE OF PERPETUAL SUSTAINABILITY



WHERE ARE WE WRONG ??

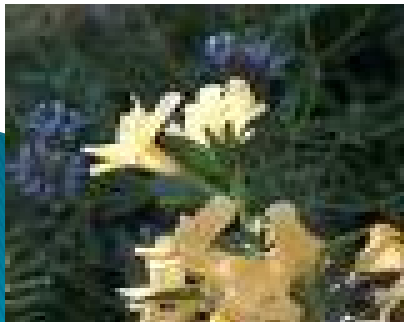
1. SHEER **PRESSURE** OF **POPULATION GROWTH** CAUSING HIGH RATE OF **DEPLETION** OF **NATURAL RESOURCES**
2. BASIC **HUMAN GREED** TO CONSUME MORE & MORE
3. LACK OF **EDUCATION, AWARENESS & SENSITIZATION**
4. AT THE **CONVERSION** AND **RECYCLING** STAGE IN THE CYCLE OF PERFECTUAL SUSTAINABILITY.



WHY HOTELS ??

1. **NEED FOR BEING RESPONSIBLE** – HIGH PRODUCTION OF POLLUTING **BY PRODUCTS**
 - CHEMICAL OILS, PLASTICS, WET & DRY GARBAGE
 - REDUSE, REUSE, RECYCLE CONCEPT
2. **CONTRIBUTES TO BOTTOM LINE** – HLP IS 12-13% OF SALE
EXAMPLE SALE – 10 CRORES.
ENERGY COST – 1.2 CRORES
IF WE SAVE 20% - 24 LAKHS – DIRECTLY TO PROFIT.
3. **COST, EFFICIENCY, LEADERHSIP BY EXAMPLE.**
4. **SET NEW BENCHMARKS & BEST PRACTICES** FOR OTHERS TO EMULATE
5. **EFFICIENCY ENHANCES LIFE OF MACHINE.** THUS REDUCING
LIFE CYCLE COST VS. UPFRONT COST (WHICH IS HIGH)

HOWEVER CONSERVE ENVIRONMENT **WITHOUT COMPROMISING GUEST EXPERIENCE**



ESSENTIAL ELEMENTS IN HOTELS

1. **GARBAGE SEGREGATION** AT SOURCE
2. **STRICT CONSERVATION ENFORCEMENT** BY LAYING GUIDELINES.
3. **NO COMPROMISE** ON ENVIRONMENT MATTERS.
4. **LONG TERM PLANS** – NOT SHORT TERM PROJECTS.
5. **TRAINING OF STAFF** INTERNAL WORKSHOP
6. **IDENTIFY ECONOMIC BENEFIT** & COMMUNICATE.
7. SHARE **BEST PRACTICES**.
8. MAKE IT A **CSR INITIATIVE**.
9. **ENERGIZE & REWARD** CREATIVE IDEAS – **ENCOURAGE PARTICIPATION**.

GUIDELINES FOR ECOTOURISM PROJECTS

➤ INFRASTRUCTURE

- REUSE **LOCAL BUILDING MATERIALS** FOR THE **CONSTRUCTION** OF THE BUILDING.
- **USE LOCALLY MANUFACTURED PRODUCTS & HANDICRAFTS** FOR HOTEL INTERIORS.
- **USE OF NATURAL MATERIELS** FOR **PAINTING** WALLS ETC – **AVOID CHEMICALS**
- WHITE AND / OR **REFLECTIVE ROOF & GLASS – SOLAR ENERGY**
- **PLANTATION** INSIDE THE HOTELS, LODGES AND **RESORTS BOUNDARY**.

GUIDELINES FOR ECOTOURISM PROJECTS

➤ AIR

- **INDOOR** PLANTATION, **AVOID ARTIFICIAL ROOM FRESHENER**
- **REGULAR SERVICING** AND **CLEANING** OF THE **AIR FILTERS** IN THE ROOMS AND COMMON AREAS.
- **USAGE** OF **NON** OR **LESS CARBON** EMITTING EQUIPMENTS
- **INSTALLATION** OF PROPER **VENTILATION & TEMPERATURE CONTROL SYSTEM**.
- **NON-SMOKING** AREA SIGNAGES.

GUIDELINES FOR ECOTOURISM PROJECTS

➤ WATER

- ❖ RAIN WATER HARVESTING.
- ❖ WATER RECHARGE SYSTEM.
- ❖ SOILED/ GREY WATER RECYCLING AND REUTILIZATION & GROUND WATER PURIFICATION.
- ❖ CHANGING TOWELS, SHEETS AND OTHER LINEN ON DEMAND.
- ❖ REGULAR CHECKING OF WATER DISTRIBUTION CHANNELS FOR LEAKS.
- ❖ ENCOURAGE AND MOTIVATE STAFF FOR WATER CONSERVATION.
- ❖ SAVE DRINKING WATER - PRACTICES

GUIDELINES FOR ECOTOURISM PROJECTS

➤ ENERGY

- ❖ USE **ENERGY SAVING** LIGHTING TECHNIQUES & USE OF **ENERGY EFFICIENT** TOOLS.- **SOLAR COOKING**
- ❖ USE OF **SOLAR LIGHTING**.
- ❖ USE **GAS** OR **INDUCTION RANGES** INSTEAD OF **ELECTRIC RANGES**.
- ❖ **SIGNAGE** TO **ENCOURAGE** AND **MOTIVATE** GUESTS FOR **ENERGY CONSERVATION**.
- ❖ **ENCOURAGE** AND **MOTIVATE** STAFF FOR **ENERGY CONSERVATION**.
- ❖ PROPER **MAINTENANCE** OF CHILLED WATER ETC, PIPELINES

GUIDELINES FOR ECOTOURISM PROJECTS

➤ WASTE

- ❖ **SEPARATE COLLECTION AND DISPOSAL OF WASTE PRODUCED.**



- ❖ USE OF **REUSABLE** OR **RECYCLABLE** PRODUCTS.
- ❖ **REUSE PAPERS** WHICH HAVE ALREADY BEEN **PRINTED ON ONE SIDE**.
- ❖ USE OF **REUSABLE CLOTH** FOR **LAUNDRY** BAGS.
- ❖ USE **NATURALLY SCENTED, NON-TOXIC, PHOSPHATE-FREE, BIO-DEGRADABLE** CLEANING PRODUCTS FOR **HOUSEKEEPING**.
- ❖ **ENCOURAGE AND MOTIVATE STAFF FOR WASTE CONSERVATION.**

GUIDELINES FOR NATURAL / WILDLIFE LODGES

➤ SEWAGE

- EITHER **CONNECTIVITY** WITH **PUBLIC SEWAGE** LINE OR **ONSITE SEWAGE TREATMENT PLANT**.
- **RECYCLE** OR **REUSE** SEWAGE WASTE / WATER.

➤ PROHIBITED

- ▶ USE OF **FIRE WOOD**
- ▶ **DISCHARGE** OF **AFFLUENTS** AND **SOLID WASTE** IN **NATURAL WATER** BODIES OR TERRESTRIAL AREA
- ▶ **CONSTRUCTION ACTIVITY-** 300 METERS FROM THE BOUNDARY WALL OF THE PARK

➤ RECOMENDED

- ❖ **RAIN WATER** HARVESTING
- ❖ **ORGANIC** FARMING
- ❖ USE OF **RENEWABLE ENERGY** SOURCES
- ❖ **ADOPTION** OF **GREEN TECHNOLOGIES** FOR ALL ACTIVITIES
- ❖ **REDUCE, REUSE, RECYCLE**
- ❖ **LOCAL** FOOD PRODUCTS – MINIMISE CARRYING COST

SOME NEW IDEAS AND PRACTICES

- 1) **NO TUB** – SHOWER CUBICLE – NOT GLASS – HIGH **MANUFACTURING ENERGY** BUCKET BATH (*Embedded Energy*)
- 2) **LOW FLOW** SHOWERS & TAPS/ **DUAL** SYSTEM WC/ **WATERLESS** URINALS
- 3) **WATER & ELECTRICITY** METER FOR GUEST – **MOTIVATE**.
- 4) **DIVERT COLD WATER** BACK IN SYSTEM BEFORE HOT WATER COMES.
- 5) **AIRCRAFT STYLE TOILETS** IN ROOMS (Need Suction).
- 6) **SMALL** MIRROR SIZE – HIGH EMBEDDED COST.
- 7) USE **RUBBER WOOD** – NOT **TROPICAL FOREST** WOOD.
- 8) **REDUCE ROOM SIZE & HEIGHT** OF ROOM – **AC COST**.
- 9) **SOLAR REFLECTORS** ON WINDOWS – **GENERATE POWER**.
- 10) REMOVE FRIDGE (**ON DEMAND**).
- 11) **ALLUMINIUM / STEEL** – **HIGH EMBEDDED COST**.

SOME NEW IDEAS AND PRACTICES

12. **MINIMIZE** QUEEN / DOUBLE BEDS – JOIN SINGLES
(LINEN WASHING)
13. **COTTON** MATTRESS – NO FOAM – A C IMPACT.
14. **NO BLANKET** OR **DUVEE** – AC IMPACT.
15. **NO SUITS / TIES** – CONFERENCE
- WORK
(A.C – IMPACT)
16. **PRESET** A.C. AT 21 DEGREE CENTIGRADE
17. **NO FLOWERS** – LIVE POTTED PLANTS.
18. **HAND MADE & RECYCLED PAPER.**
19. **CFL / LED** LAMPS USE.
20. **SINGLE** NEWSPAPER – ADDITIONAL ON DEMAND
21. **BAN** ON USE OF **PLASTIC** SACHETS OF SHAMPOO, SOAP, OIL ETC
22. WATER SERVICES AT REQUESTS – **NO BOTTLES**

BACK TO BASICS ?

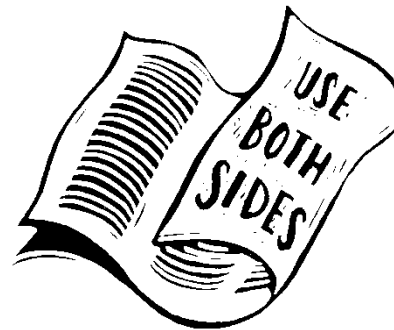
REDUCE



REUSE



RECYCLE



Use
sides of
every piece
of paper

both

REPAIR



REFUSE



REPLACE



- Clean Air
- Uninterrupted Comfort
- Powerful Cooling








#6 You Can Often Find This Kind Of Toilet In Japan. Wash Your Hands And Reuse The Water For Your Next Flush





Humble request

By the next 10 years, Earth will become 4 degrees hotter than its now. Himalayan glaciers are melting at a rapid rate, so all of us lend our hand to fight global warming. Plant more trees, don't waste water. Don't use or burn plastics. Pl don't delete message without forwarding atleast one....or lakh people. Because one can't fight against the global warming.

Thank
you 

TO ACHIEVE RESULTS

- ▶ **INCENTIVES** TO GUEST.
- ▶ **INCENTIVES** TO STAFF.
- ▶ **CONSTANT** FEEDBACK & **INCENTIVES** TO MANUFACTURERS, VENDORS, DISTRIBUTORS, ARCHITECTS
- ▶ **INNOVATE STATISTICS – AVERAGE CONSUMPTION PER GUEST (ARR ?) – Set reduction targets.**
- ▶ **APPOINT** ENERGY AUDITOR
- ▶ **ENERGY SAVED** ALSO SAVES – DISTRIBUTION, TRANSMISSION LOSSES.
- ▶ **IMPACTS ON COSTS**

ABOVE ARE SOME THOUGHTS

PLENTY MORE

LETS WORK TOGETHER

THANK YOU

